



FACTS about...

The Health Information National Trends Survey (HINTS)

Background

- The National Cancer Institute (NCI) developed the **Health Information National Trends Survey (HINTS)** to be repeated on a routine basis to provide scientists and practitioners with a continuing source of surveillance data from which to examine trends in health communication over time.
- HINTS is a nationally representative telephone survey of the general population.

Purpose

- The goal of HINTS is to further research in health communication and health promotion and provide useful information for programs, policies, and practices in a variety of settings.
- HINTS was created to track trends in the public's use of new communication technologies while charting progress in meeting health communication goals in terms of the public's knowledge, attitudes, and behaviors.
- Data from HINTS 2003 and HINTS 2005 are available through the Website for public use.
- HINTS 2007 is currently under development.

Results

- A special supplement to the *Journal of Health Communication*, devoted to HINTS-related research, was published in May, 2006. *Journal of Health Communication*, 11, Suppl 1.
- A report documenting trends in health and cancer communication in the 2003 and 2005 data will be published in 2007.
- HINTS data are widely available for researchers and practitioners; further information about HINTS and HINTS data is available online at <http://hints.cancer.gov/>

- A series of HINTS briefs have also been developed to summarize key findings for HINTS analyses and highlight publications that have used HINTS data.
- The following publications describe the development and key outcomes of the initial HINTS survey:
 - Nelson DE, Kreps GL, Hesse BW, Croyle RT, Willis G, Arora NK, Rimer BK, Viswanath KV, Weinstein N, Alden S. The Health Information National Trends Survey (HINTS): development, design, and dissemination. *J Health Commun.* 2004 Sep-Oct;9(5):443-60; discussion 81-4.
 - Finney Rutten LJ, Meissner HI, Breen N, Vernon SW, Rimer BK. Factors associated with men's use of prostate-specific antigen screening: evidence from Health Information National Trends Survey. *Prev Med.* 2005 Apr;40(4):461-8.
 - Finney Rutten LJ, Wanke K, Augustson E. Systems and individual factors associated with smoking status: Evidence from HINTS. *Am J Health Behav.* 2005, 29(4):302-310.
 - Hesse, BW, Nelson, DE, Kreps, GL, Croyle, RT, Arora, NK, Rimer, BK, Viswanath, K. Trust and Sources of Health Information: The Impact of the Internet and Its Implications for Health Care Providers. *Arch Intern Med.* 2005 Dec 12-26; 165(22):2618-24
 - Weinstein ND, Marcus SE, Moser RP. Smokers' unrealistic optimism about their risk. *Tob Control.* 2005 Feb;14(1):55-9.
- Additional publications using HINTS data are available online at <http://hints.cancer.gov/>

